



**School Breakfast Expansion Grant Program made possible by the Kellogg
Corporate Citizenship Fund**

General Information

School Breakfast programs play a critical role in reducing our country's current epidemic of overweight yet undernourished youth while at the same time positively impacting student learning and behavior. According to the Food Research and Action Center (FRAC), 8.5 million low-income children participated in the national School Breakfast Program on an average school day, an increase of 327,000 children or 4% compared to the prior school year. Yet, less than half of low-income children take advantage of school breakfast programs; and as our country faces the worst economic downturn in several decades, substantial numbers of new children will become eligible as families lose jobs or have their incomes cut. It is essential to accelerate the expansion of school breakfast participation so all students are fit, healthy, and ready to learn.

Grant Overview

With generous support from the Kellogg's Corporate Citizenship Fund, Action for Healthy Kids is offering school buildings that currently participate in the School Breakfast Program with greater than 50% eligibility for free and reduced-price meals the opportunity to increase their average daily student participation through the implementation of alternative breakfast programs, innovative marketing and promotion practices, and/or enhancement of the school breakfast experience through educational enrichment activities.

The goal of this grant program is to increase average daily breakfast participation by 25 percent or more for the duration of the grant period.

Funding awards will range between \$500 and \$2000. The amount of the grant award will be based on building enrollment, type of project, potential increases in participation and desired use of funds. All school buildings meeting the grant requirements will be eligible for funding however priority selection will be given to school buildings in states with low average daily student participation in school breakfast as a percentage of school lunch participation. According to FRAC's 2007-2008 School Breakfast Scorecard those states are: South Dakota, Minnesota, Ohio, Massachusetts, Illinois, Alaska, Nebraska, New Jersey, Wisconsin, and Connecticut.

FRAC's School Breakfast Scorecard can be accessed via this link:
<http://www.frac.org/pdf/breakfast08.pdf>

Time Frame

- Proposals must be received by Action for Healthy Kids by Friday, April 10, 2009
- Funded school buildings will be notified on Monday, May 4, 2009
- Project activities must be completed between **September 1, 2009 and May 30, 2010**
 - **Mid Project Report – Friday December 18, 2009**
 - **Final Evaluation and Report – June 15, 2010**

Technical Assistance and Support

During the application process, Action for Healthy Kids will facilitate two optional conference calls designed to provide applicants with additional information about the grant opportunity and allow participants to ask specific questions. The conference calls will be held on:

Wednesday March 11, 2009 at 4:00 ET/3:00 CT/2:00MT/1:00 PT

AND

Monday March 16, 2009 at 12:00 ET/11:00 CT/10:00 MT/9:00 PT

To register for either of the calls send an email to:

StateTeams@ActionForHealthyKids.org Conference call information will be sent 1-2 business days prior to the call.

Funded schools will receive ongoing support and technical assistance during the grant implementation from Action for Healthy Kids staff and volunteers.

Review Criteria

The national Action for Healthy Kids organization will make the final determination of school buildings and districts funded. Grants will be reviewed using the application guidelines and the instructions for completing the mini-grant proposal. The application review will be based on the following criteria.

- ✓ Compliance with application guidelines.
- ✓ Detailed project narrative.
- ✓ Measurable and appropriate goals, objectives and action steps
- ✓ Appropriate and detailed budget
- ✓ Application is legible and submitted on time

Grants will be reviewed by members of Action for Healthy Kids state Teams and national Partner organizations.

Grant Requirements if Funded:

- ✓ Funds will only be dispersed as follows:
 - First installment of 60% upon receipt of the completed grantee agreement
 - Second installment of 35% upon receipt of Mid Project Summary Report
 - Final installment of 5% upon receipt of Project Evaluation and Financial Statement.
- ✓ School building will assign one staff member to be a member of state Action for Healthy Kids Team if not already a member.
- ✓ School building will complete all required evaluation materials in a timely manner



APPLICANT INFORMATION

Name of Person Completing this Application:

Title:

School District:

School:

School Address:

City/State/Zip:

Phone Number:

FAX:

E-Mail:

County:

Superintendent/Administrator Name:

Principal's Name:

Name of School Wellness Committee Chairperson:

Email:

Phone:

Total Student Enrollment:

Percentage of Free/Reduced Lunch:

Current Average Daily Participation in School Lunch:

Current Average Daily Participation in School Breakfast:

Signature of the school Principal:

(Electronic signatures will be accepted. Signature indicates that the Principal approves this application and will fully support the grant activities and requirements, if funded.)

Please indicate below which method will be utilized to drive increased participation in school breakfast programs:

_____ Alternative Breakfast (i.e. Breakfast in the Classroom, Breakfast after 1st period)

_____ Innovative Marketing and/or Promotion Practices

_____ Enhancement of the school breakfast experience through educational enrichment activities

On a separate attached document please answer thoroughly answer the questions below. Responses should be kept to a maximum of 3 total pages.

PROJECT: Describe in detail the program to be implemented

TIMELINE: Provide an estimated timeline of activities related to the proposed project. Be as specific as possible.

OBJECTIVES AND ACTION STEPS: Please describe one or two measurable objectives and the action steps you will take to meet the objective. (A good, measurable objective usually included the statement "By (a set time), (what number or percentage) of (who) will (do what)."

1. Objective

- Action Step
- Action Step

2. Objective

- Action Step

- Action Step

EVALUATION: Describe how you will measure success

BUDGET: Please itemize below how you plan to use the grant funds to achieve the objective/s of this mini grant. Be specific. Grant funds may not be used for staffing or administrative costs.

Deadline for proposals is April 10, 2009

Funded grant proposals will be notified no later than May 4, 2009

Please submit by mail, FAX or email to:

**Action for Healthy Kids
School Breakfast Grant Program
Attn: Selena King
4711 Golf Road, Suite 625
Skokie, IL 60076**

Fax: 847-329-1849, Attn: Selena King

Email: StateTeams@ActionForHealthyKids.org. In subject line: School Breakfast Grant Application

Within 48 hours of application receipt participants will receive a confirmation email. If you do not receive an email within this timeframe, please contact us at (847) 329-9424.

Questions about the grant program can be directed to Sarah Titzer, Director of Teams and Programs via email (Sarah@ActionForHealthyKids.org) or phone (317) 884-0321